

OCT 20 1925 ✓

©CIL 21917 C

DOLLAR DOWN ✓

Photoplay in 6 reels ✓

✓ From a Story by Jane Courthope ✓

and Ethel Hill ✓✓

Directed by Tod Browning

Author of the photoplay (under section 62)
Truart Film Corporation of U.S.

Washington, D. C.

OCT 20 1925

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Truart Film Corporation

Dollar Down - 6 reels

Respectfully,

FULTON BRYLAWSKI

The Truart Film Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Dollar Down	10-19-25	©CIL 21917

Delivered in person
OCT 21 1925

The return of the above copies was requested by the said
Company, by its agent and attorney on the 19th day of
Oct. 1925 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

Fulton Brylawski

OCT 20 1925

PRESS SHEET
FOR THE
TRUART
PRODUCTION
IN
"DOLLAR DOWN"
FOOTAGE
6318 FT.

TRUART CORPORATION

M.H.HOFFMAN,

1540 BROADWAY

TRUART
PICTURES

THE PERFECT FITTING

FROM TRUART FILM CORPORATION, 1540

RUTH CRAIG, PETTED CHILD, BECOMES EDMUND SKATING ON THE BRINK OF DISASTER "DOLLAR DOWN" A COLORFUL STORY

A Spendthrift Daughter, Every Wish Gratified,
Is Brought to an Astounding and Dramatic
Realization of Her Father's Precarious
Position Through Her Extravagance—A Pretty Love Story Is Told—
Ruth Roland Plays Leading Feminine
Role in the Truart Production, "Dollar
Down."

THE CAST

Ruth Craig	Ruth Roland
Alec Craig	Henry B. Walthall
Mrs. Craig	Maym Kelso
Grant Elliott	Earl Schenck
Mrs. Meadows	Claire McDowell
Gene Meadows	Roscoe Karns
Betty Meadows	Jane Mercer
Howard Steele	Lloyd Whitlock
Norris	Otis Harlan
Tilton	Edward Borman

Directed by Tod Browning

SYNOPSIS

Alec Craig (Henry B. Walthall) has a responsible position in a large manufacturing plant which pays him a fair salary. His wife (Maym Kelso) and daughter Ruth (Ruth Roland) are living beyond their means and to get the luxuries they crave, have become the prey of installment sharks. Craig has an inkling of what is going on in his household. They repeatedly ask him for more money to meet the installments, harassing him to such an extent that he is continually drawing ahead on his salary.

Craig's widowed sister, Mrs. Meadows (Claire McDowell) and her son Gene (Roscoe Karns) and little daughter Betty (Jane Mercer) abhor buying things on the installment plan and call their relatives the "Dollar Downs". They have as a boarder Grant Elliott (Earl Schenck) an aviator working on an invention for aeroplanes. He loves Ruth Craig and is waiting for the day when his invention will be a success and marry Ruth.

At the manufacturing plant where Craig is employed, plans are under way to purchase property for a larger factory. A clique of sharp realtors get wind of this and try to discover



SCENE CUT NO. 1

that it has been pawned. Craig arrives and tells Ruth what has occurred at the office. Hearing how she had been tricked by Steele she determines to nullify his option with a daring plan.

She calls Steele up on the phone and makes an appointment to meet him at the aviation field where Elliott's plane, with his new invention is ready for a trial flight. Steele arrives at the field and is invited into the plane by Ruth who is seated at the controls. The moment he enters, the plane is started and they soar from the earth.

Twelve o'clock drawing near Steele worried, asks Ruth to

Cat
"DOLLThey
cards and

TRUART FILM CORPORATION

FRANK F. FARMAN, GEN. MGR.

TRUART
PICTURES



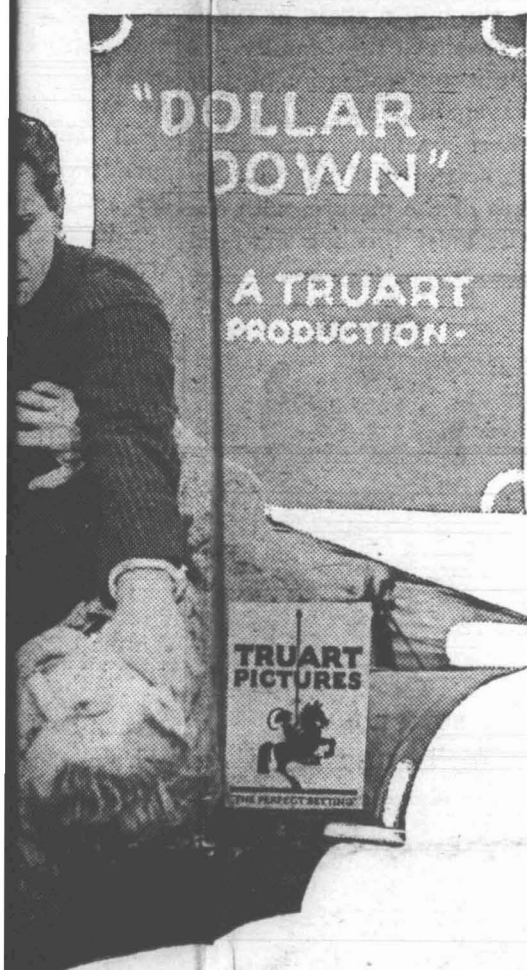
THE PERFECT SETTING

NEW YORK CITY

TRUART FILM CORPORATION, 1540 BROADWAY, NEW YORK CITY

A
TRUART
PRODUCTION
IS THE
PERFECT
SETTING

ES ENMESHED IN A NET OF DEBT, SISTER SHE NEARLY PAYS THE PENALTY; STORY REplete WITH THRILLS AND HUMOR



SHORTS FOR YOUR PROGRAM AND PAPER

Ruth Roland, who appears in the leading role in the Truart Production "Dollar Down," has the largest collection of white ivory elephants of any one in the motion picture industry.

It is predicted that Jane Mercer, who plays the child lead in the Truart Production, "Dollar Down," has one of the brightest of careers before her.

Cliff Durant, famous automobile manufacturer, secured a specially built car for important scenes in the Truart Production, "Dollar Down." The special type and body is called "Minerva."

Hundreds of Los Angeles school children took part in a mammoth dress parade for one of the scenes in the Truart Production, "Dollar Down."

An extravagantly furnished modiste shop is one of the unusual sets which appear in the Truart Production, "Dollar Down."

Ruth Roland, who plays one of the leading roles in the Truart Production, "Dollar Down," is an honorary member of the Girl Scouts and often entertains the younger generation

WHO'S WHO IN THE TRUART PRODUCTION, "DOLLAR DOWN"

RUTH ROLAND—Born in San Francisco, her mother being a famous prima donna known as the "California Nightingale," and her father a theatrical manager. Played child parts in legitimate and vaudeville stage. Moved to Los Angeles at the age of eight after her mother's death and attended a grammar and high school. At the age of 14 joined a stock company and later got her first part in pictures in the Western Kalem company. Rose rapidly to stardom in many serials. Miss Roland is five feet four inches in height, has violet blue eyes and auburn hair.

HENRY B. WALTHALL—Born in Shelby County, Alabama, and after a school and college education entered the theatrical profession via several stock companies. Was engaged by D. W. Griffith for one of the most important parts in "The Birth of a Nation," and from that time became one of the leading actors of the screen.

CLAIRE McDOWELL—Was born in Montreal, Canada. Comes from a theatrical family which dates back eight generations, her father and mother both being prominent on the legitimate stage. Played small parts in Charles Frohman's companies after leaving art school. Married Charles Hill Mailes and retired from the stage and raised two boys. Returned to the picture industry and has played many important roles, usually depicting the part of the mother.

ROSCOE KARNs—Was born in San Francisco, and after his school career was lured to the legitimate stage, joining the Morosco Stock Company in Los Angeles. His picture experiences cover a period of five

Catch Lines 'DOLLAR DOWN'

They built a house of cards and it toppled.

They longed for luxuries

Asks Ruth what
d been tricked
with a daring
n appointment
's plane, with
Steele arrives
who is seated
lane is started
asks Ruth to
ll remain aloft
red. Realizing
of the machine

rious Position Through Her Extravagance—A Pretty Love Story Is Told—
Ruth Roland Plays Leading Feminine
Role in the Truart Production, "Dollar
Down."

THE CAST

Ruth Craig	Ruth Roland
Alec Craig	Henry B. Walthall
Mrs. Craig	Maym Kelso
Grant Elliott	Earl Schenck
Mrs. Meadows	Claire McDowell
Gene Meadows	Roscoe Karns
Betty Meadows	Jane Mercer
Howard Steele	Lloyd Whitlock
Norris	Otis Harlan
Tilton	Edward Borman

Directed by Tod Browning

SYNOPSIS

Alec Craig (Henry B. Walthall) has a responsible position in a large manufacturing plant which pays him a fair salary. His wife (Maym Kelso) and daughter Ruth (Ruth Roland) are living beyond their means and to get the luxuries they crave, have become the prey of installment sharks. Craig has an inkling of what is going on in his household. They repeatedly ask him for more money to meet the installments, harassing him to such an extent that he is continually drawing ahead on his salary.

Craig's widowed sister, Mrs. Meadows (Claire McDowell) and her son Gene (Roscoe Karns) and little daughter Betty (Jane Mercer) abhor buying things on the installment plan and call their relatives the "Dollar Downs". They have as a boarder Grant Elliott (Earl Schenck) an aviator working on an invention for aeroplanes. He loves Ruth Craig and is waiting for the day when his invention will be a success and marry Ruth.

At the manufacturing plant where Craig is employed, plans are under way to purchase property for a larger factory. A clique of sharp realtors get wind of this and try to discover where the contemplated site is. The operators, Norris (Otis Harlan) and Tilton (Edward Borman) have commissioned Howard Steele (Lloyd Whitlock) a society parasite, to discover the plans of the General Corporation. With the advance information thus gleaned they intend getting an option on the property.

Craig is promoted to General Manager of the General Corporation. His family immediately spend the added increment, on the installment plan, for clothes, and furnishings, nearly driving Craig frantic. He fears his firm learning of his extravagant living, is liable to discharge him.

Mrs. Craig and Ruth while dining in a fashionable restaurant, meet Steele. He knowing that Ruth's father is now general manager of the company, lays plans to learn the whereabouts of the new factory site.

Ruth and her mother on a visit to the Meadows are twitted about their installment habits and warned of the danger of getting into their clutches. During the conversation Ruth slips out of the house and visits Elliott in his work shop. He tells her that his invention is about completed and if successful, they will marry.

During a thrift drive participated in by all the school children, Ruth, an enthusiastic aviatrix, sails over the city in a plane guided by Grant, distributing pamphlets to the little marchers.

Bitten by the social bee, Mrs. Craig and her daughter prepare for a "ritzy" reception. The very day of the affair Ruth staves off an installment collector by pawning a diamond ring she bought on the installment plan, little realizing that she is committing a felony in disposing of property not her own.

Among the guests are the most prominent residents of the city including Steele. Craig is miserable in the thought of the debts that are being piled on his household by his wife and daughter. During the evening Elliott is jealous of the attentions Steele shows Ruth.

Steele has promised the real estate sharks that before the evening was over he would glean the information as to the whereabouts of the factory site. Between dances in a secluded spot in the garden Steele elicits from the unsuspecting Ruth the contemplated site which she had learned from her father. Steele excuses himself and telephones his information to the waiting partners who immediately get an option on the property.

After the last guest has departed Mrs. Craig is upbraided by her husband for her extravagance which she bitterly resents. Ruth alone with her father tells him of the incident of the pawned ring and that the money must be raised for the following day to appease the installment shark who has threatened her with arrest. Craig heartbroken at the turn of events promises to get an advance on his salary.

The following day the officers of the company learn of the option and their suspicion is centered on Craig. During their discussion Craig enters to ask for his advance and is accused of giving the information whereby the option was obtained. He denies knowledge of it, but is discharged.

In the interim the collector calls for the ring and learns



SCENE CUT NO. 1

that it has been pawned. Craig arrives and tells Ruth what has occurred at the office. Hearing how she had been tricked by Steele she determines to nullify his option with a daring plan.

She calls Steele up on the phone and makes an appointment to meet him at the aviation field where Elliott's plane, with his new invention is ready for a trial flight. Steele arrives at the field and is invited into the plane by Ruth who is seated at the controls. The moment he enters, the plane is started and they soar from the earth.

Twelve o'clock drawing near Steele worried, asks Ruth to bring him to earth. Ruth tells him that he will remain aloft until the noon hour, when the option has expired. Realizing he has been tricked, Steele tries to gain control of the machine. They fight desperately in midair, the plane plunging towards earth at a terrific speed. Ruth grabs a wrench, knocks Steele unconscious and rights the plane. In a few moments she is again back on the field, and the option has expired.

Hurrying home Ruth is confronted by the installment collectors and a policeman. The father is crushed by the plight of his daughter coupled with his own troubles. Mrs. Meadows and her son who are present intervene, promising to pay the money on the ring if a return promise is made that in the future the mother and daughter will never again get into the clutches of the installment sharks, and live only according to their means.

Both Ruth and her mother make this promise and the debt is paid. Craig's employers hear of the turn of events and countermand their discharge order. Grant tells Ruth that her flight in his machine has proved his invention a success and that their future is assured.



SCENE CUT NO. 2

**A TRUART
PRODUCTION-**

**TRUART
PICTURES**

THE PERFECT SETTING

T NO. 1

ls Ruth what
d been tricked
with a daring

a appointment
s plane, with
Steele arrives
who is seated
ane is started

asks Ruth to
l remain aloft
ed. Realizing
f the machine.
aging towards
knocks Steele
oments she is
red.

stallment col-
by the plight
Mrs. Meadow
ng to pay the
e that in the
n get into the
nly according

and the debt
of events and
Ruth that her
a success and

Catch Lines "DOLLAR DOWN"

**They built a house of
cards and it toppled.**

* * *

**They longed for luxuries
and were engulfed in the
quicksands of debt.**

* * *

**Should parents indulge
their children and live be-
yond their means?**

* * *

**She plunged into debt
and ruined her father.**

* * *

**Driven to desperation,
Ruth Craig atones for her
extravagance.**

* * *

**Wanting the good things
of life, Ruth Craig and her
mother became the prey of
"sarks."**

* * *

**Ruth Craig battled des-
perately to save her father's
honor.**

* * *

**They discovered the fal-
lacy of living beyond their
means.**

* * *

**Tragedy stalked in the
wake of their extravagance.**

* * *

**Their urge for finery led
to the brink of disaster.**

art Production "Dollar Down,"
has the largest collection of
white ivory elephants of any
one in the motion picture in-
dustry.

It is predicted that Jane
Mercer, who plays the child
lead in the Truart Production,
"Dollar Down," has one of the
brightest of careers before her.

Cliff Durant, famous auto-
mobile manufacturer, secured
a specially built car for impor-
tant scenes in the Truart Pro-
duction, "Dollar Down." The
special type and body is called
"Minerva."

Hundreds of Los Angeles
school children took part in a
mammoth dress parade for one
of the scenes in the Truart
Production, "Dollar Down."

An extravagantly furnished
modiste shop is one of the un-
usual sets which appear in the
Truart Production, "Dollar
Down."

Ruth Roland, who plays one
of the leading roles in the
Truart Production, "Dollar
Down," is an honorary member
of the Girl Scouts and often en-
tertains the younger generation
in her luxurious Hollywood
home.

In one of the thrilling air-
plane scenes in the Truart
Production, "Dollar Down,"
Ruth Roland and Lloyd Whit-
lock had to make more than
twenty-five flights before the
scenes were photographed.



SCENE CUT NO. 3

gef. Played child parts in legitimate and vaudeville
stage. Moved to Los Angeles at the age of eight after
her mother's death and attended a grammar and high
school. At the age of 14 joined a stock company and
later got her first part in pictures in the Western Ka-
lem company. Rose rapidly to stardom in many se-
rials. Miss Roland is five feet four inches in height,
has violet blue eyes and auburn hair.

HENRY B. WALTHALL—Born in Shelby County,
Alabama, and after a school and college education en-
tered the theatrical profession via several stock com-
panies. Was engaged by D. W. Griffith for one of the
most important parts in "The Birth of a Nation," and
from that time became one of the leading actors of the
screen.

CLAIRE McDOWELL—Was born in Montreal,
Canada. Comes from a theatrical family which dates
back eight generations, her father and mother both
being prominent on the legitimate stage. Played
small parts in Charles Frohman's companies after
leaving art school. Married Charles Hill Mailes and
retired from the stage and raised two boys. Returned
to the picture industry and has played many impor-
tant roles, usually depicting the part of the mother.

ROSCOE KARNs—Was born in San Francisco, and
after his school career was lured to the legitimate
stage, joining the Morosco Stock Company in Los An-
geles. His picture experiences cover a period of five
years. Mr. Karns is five feet seven inches tall and
has dark brown hair and brown eyes.

EARL SCHENCK—Was born in Columbus, Ohio,
and received his education at Ohio State University.
During college he held an enviable track record and
was one of the best all-round athletes. First appeared
on the legitimate stage in stock in Columbus and later
went into vaudeville. Appeared in pictures for all film
companies, his principal roles being with Nazimova's
"Salome" and the role of "Blais" in "Ashes of Ven-
geance" with Norma Talmadge. Mr. Schenck is five
feet ten inches tall and has dark brown hair and blue
eyes.

MAYM KELSO—Was born and educated in Dayton,
Ohio. Her experience on the legitimate stage covers
comic opera, farce comedy and musical comedy. For
ten years she has been before the camera, usually por-
traying roles of society matrons or doing light com-
edy. Miss Kelso is five feet seven inches in height,
has red blonde hair and dark blue eyes.

LLOYD WHITLOCK—Was born in Springfield,
Mo. His picture experience covers a period of ten
years, during which time he has been in many notable
productions. The parts of outstanding importance
which he played were in "The Triflers," "Unmarried
Wives" and "Who Cares?" Mr. Whitlock is six feet
one and a half inches in height.

OTIS HARLAN—Was born in Zanesville, Ohio, and
received his education at Kenyon College, Gambier, O.
After leaving college became a member of Chas.
Hoyt's "A Black Sheet" company. Entered pictures
in plays adapted from the various Hoyt comedies.

"DOLLAR DOWN" IS A REAL

PREPARED REVIEWS

Use the Following Reviews in Your Local Newspapers

"DOLLAR DOWN" AT THE _____ THEATRE IS ABSORBING DRAMA

We were more than interested in the Truart production, "Dollar Down," which was shown for the first time yesterday at the _____ Theatre. It held our interest from the very beginning to the last reel. There is never a draggy moment in the entire picture and at times it becomes so absorbing that one unconsciously lives the moments with the players.

The picture also came to mind when we saw her coming back to the screen in her first feature picture the well-known screen star, Ruth Roland, who plays the feminine lead. Known for her thrilling adventures in many serials, Miss Roland again gives her admirers many gasps in her battle in an airplane, which nearly crashes to earth in the fight that ensues.

"Dollar Down" tells the story of a moderately well-to-do family who, living beyond their means, become the prey of installment sharks. The mother and daughter, the latter portrayed by Miss Roland, with society aspirations, are brought to a sharp realization of their extravagance when the father is almost ruined by an inadvertent exposure of a factory site that is divulged by the daughter. How she saves her father from disgrace and herself from the long arm of the law forms the dramatic thrills of the feature.

The picture was directed by Tod Browning, and has in the cast besides Miss Roland, Henry B. Walthall, Earl Schenck, Maym Kelso, Lloyd Whitlock, Claire McDowell, Otis Harlan, Roscoe Karns and Jane Mercer.

A TIMELY THEME IN "DOLLAR DOWN" AT THE _____ THEATRE

"Dollar Down," a Truart Production, was the feature picture shown at the _____ Theatre for the first time yesterday with a cast including Ruth Roland, Henry B. Walthall, Lloyd Whitlock, Otis Harlan, Earl Schenck, Claire McDowell, Maym Kelso and Roscoe Karns.

Again the audience had the pleasure of seeing one of their favorite stars on the screen, Ruth Roland, who has become famous in the serials she became famous in. Miss Roland gave a more than satisfactory performance and showed conclusively that she is an actress of no mean ability.

The story tells of a family consisting of a father, mother and daughter who, to keep up with their neighbors, buy many things way beyond their means via the installment route until the day comes when they become inundated by the demands of the collectors. The daughter inadvertently gives away the plans of the corporation her father is the general manager of, and he is discharged from his position. To rehabilitate him in the eyes of his employers, the daughter takes the slick young society parasite up in an airplane and keeps him there until a certain option has expired. During the ride there is a terrific fight in midair that kept the audience on their toes.

The picture is dramatic from the very start to the finish and keeps one's interest. The theme is a timely one and develops an absorbing story. Under the direction of Tod Browning the picture and continuity ran without a flaw.

"Dollar Down" will be at the _____ Theatre until _____.

AN INTERESTING PICTURE AT THE _____ THEATRE

A picture of unusual merit and dramatic interest is "Dollar Down," a Truart Production, which was shown for the first time in this city at the _____ Theatre, starting yesterday. It introduces as one of the leading players the well-known and fascinating Ruth Roland, who has endeared herself to the motion picture fan in well remembered serials. This is her first appearance in a feature production.

The theme of "Dollar Down" is one that has a peculiar interest to a large majority of people and takes a slice out of life that makes the spectator sit up and take notice. The drama is intense and holds one enthralled from the very start. It tells of a middle class family who are living far beyond their means, and to gain the luxuries they covet, the mother and daughter become enmeshed in a series of debts that are slowly dragging the family down to the depths. How they are both brought to a dramatic realization of their plight is one of the many of the striking highlights of this picture.

Miss Roland as the spendthrift daughter gives a smooth and dramatic performance and is ably assisted by Henry B. Walthall as the father. Others in the cast who play their parts well are Earl Schenck, Lloyd Whitlock, Maym Kelso, Claire McDowell, Otis Harlan and Roscoe Karns. The picture was directed by Tod Browning and adapted for the screen by Fred Stowers.

"Dollar Down" will be at the _____ Theatre until _____.



SCENE

DOLLAR DOWN DRAMATIC

"Dollar Down," a Truart Production, is the feature attraction at the _____ Theatre. This unusual comedy drama tells the story of a moderately well-to-do family living far beyond their means, and how through a chain of thrilling events the family is brought to a realization of their extravagant habits.

There are many tense situations scattered throughout the length of the picture, with one of the most thrilling fights in



RUTH ROLAND
SCENE CUT NO. 5



THEY BUILT
A HOUSE OF
CARDS —
AND IT
TOPPLED.

A Vivid Drama of Modern Life

"DOLLAR DOWN"



ATHRILLING
IN MID-AIR
SAVE

REAL BOX OFFICE ATTRACTION

ADVANCE STORIES

SCHOOL CHILDREN BECOME "SUPERS"

Thousands of school children participated in a parade for a scene embodied in the Truart Production, "Dollar Down," which starts a days' run at the Theatre beginning

Ruth Roland and Earl Schenck, who play the leading roles in this production, made a flight in an airplane to distribute circulars to the school children, as part of the picture. For the help they gave the director, Tod Browning, for this particular scene, Miss Roland suggested that she donate several silver cups to the various schools of Los Angeles for the winners in various oratorical and athletic contests.

The rest of the cast in "Dollar Down" includes Henry B. Walthall, Maym Kelso, Lloyd Whitlock, Claire McDowell, Roscoe Karns, Otis Harlan and Jane Mercer.

SCREEN STAR ERECTS APARTMENT HOTEL

Ruth Roland, who plays the leading feminine role in the Truart Production, "Dollar Down," which will be the feature attraction at the Theatre commencing, is considered one of the shrewdest real estate operators on the Pacific Coast.

Her latest real estate venture is the building of an apartment hotel in the exclusive Wilshire district of Los Angeles at a cost in excess of one and a half million dollars.

Architects for the building say the structure will be one of the most complete on the Pacific Coast. The architecture will be Spanish Renaissance, featuring brick and terra cotta for exterior facings. The building will contain three hundred rooms, divided into single, double and four-room units.

FAVORITES TOGETHER IN "DOLLAR DOWN"

Two screen favorites are given the leading parts in the Truart Production, "Dollar Down," which comes to the Theatre commencing

They are Ruth Roland and Henry B. Walthall. For many years Miss Roland was known for her daredevil exploits and dramatic ability on the screen, and has endeared herself to a legion of motion picture fans. Henry B. Walthall has appeared in some of the greatest of the cinema productions and is considered one of the best actors of the silent drama.

"Dollar Down" was directed by Tod Browning and has in the cast beside Miss Roland and Mr. Walthall, Maym Kelso, Earl Schenck, Lloyd Whitlock, Claire McDowell, Roscoe Karns, Otis Harlan, Jane Mercer and Edward Borman.

A WEALTHY SCREEN STAR

Ruth Roland, who plays the leading feminine role in the Truart production, "Dollar Down," which is coming to the Theatre commencing

....., is probably one of the wealthiest young women in Hollywood. It is due as much to her dealings in real estate as to her motion picture salary that she has amassed a fortune. In spite of her great wealth, she lives in a great old-fashioned house on the most exclusive Wilshire Boulevard.

Miss Roland's bedroom is daintily feminine. It is in orchid and blue. The furniture is ivory, and all the furniture in the room as well as the walls and ceiling are beautifully hand painted by a famous artist.

In the cast of "Dollar Down" with Miss Roland are Henry B. Walthall, Maym Kelso, Earl Schenck, Lloyd Whitlock, Claire McDowell, Roscoe Karns, Otis Harlan, Jane Mercer and Edward Norman.

A FIGHT IN MID-AIR

A fist fight in a racing airplane—a race to save a father's reputation—an impending jail sentence to an innocent girl—a plunge downward into eternity—these are a few of the thrills which occur in the Truart Production, "Dollar Down," which will be seen for the first time in this city at the Theatre beginning

Ruth Roland, famed for her dare-devil exploits, plays the leading feminine role in this production in a cast including such well-known screen players as Henry B. Walthall, Earl Schenck, Claire McDowell, Lloyd Whitlock, Maym Kelso, Roscoe Karns, Otis Harlan and Jane Mercer.

SCENE CUT NO. 4

"DOLLAR DOWN" A HIGHLY DRAMATIC PHOTOPLAY

"Dollar Down" a Truart feature at the Theatre beginning

..... usual comedy story of a modern family living on a small means, and a chain of thrilling events which leads to the dramatization of their lives.

..... tense situation throughout the picture, with one thrilling fight in an airplane ever shown on the screen.

..... Another pretty scene is a huge parade in which thousands of school children were used to depict a thrift campaign.

..... The picture introduces the fascinating Ruth Roland in a new role, which she portrays in a very creditable manner. As Ruth Craig, she gives a colorful characterization of a spendthrift daughter, who has her every whim gratified by her doting parents until she is brought to the dramatic realization of her father's precarious position and the price she will be compelled to pay unless heroic measures are taken to safeguard her father's reputation. A pretty love story runs throughout this absorbing picture play, and it is replete with thrills and humor.

..... "Dollar Down" was directed by Tod Browning and adapted for the screen by Fred Stowers. The cast includes Henry B. Walthall, Maym Kelso, Earl Schenck, Lloyd Whitlock, Claire McDowell, Roscoe Karns, Jane Mercer and Otis Harlan.

ROLAND
UT NO. 5



SCENE CUT NO. 6

ATHRILLING FIGHT
IN MID-AIR TO
SAVE HER FATHER

AN ABSORBING
DRAMA



TRUART
PICTURES

BEGINNING—
**DOLLAR
DOWN**
DIRECTED BY TOD BROWNING
A TRUART
PRODUCTION
with a cast including
RUTH ROLAND—HENRY B. WALTHALL
CLAIRE McDOWELL—EARL SCHENCK
MAYM KELSO—LLOYD WHITLOCK

TRUART
PICTURES

THE PERFECT SETTING

NOW PLAYING
A Vivid Drama of Modern Life—
DOLLAR DOWN
DIRECTED BY TOD BROWNING
with a cast including
RUTH ROLAND—HENRY B. WALTHALL
CLAIRE McDOWELL—EARL SCHENCK—MAYM KELSO
LLOYD WHITLOCK—OTIS HARLAN



THEY DEMANDED
LUXURIES—AND
PAID THE PIPER

of installment sharks. The mother and daughter, the latter portrayed by Miss Roland, with society aspirations, are brought to a sharp realization of their extravagance when the father is almost ruined by an inadvertent exposure of a factory site that is divulged by the daughter. How she saves her father from disgrace and herself from the long arm of the law forms the dramatic thrills of the feature.

The picture was directed by Tod Browning, and has in the cast besides Miss Roland, Henry B. Walthall, Earl Schenck, Maym Kelso, Lloyd Whitlock, Claire McDowell, Otis Harlan, Roscoe Karns and Jane Mercer.

tion her father is the general manager of, and he is discharged from his position. To rehabilitate him in the eyes of his employers, the daughter takes the slick young society parasite up in an airplane and keeps him there until a certain option has expired. During the ride there is a terrific fight in midair that kept the audience on their toes.

The picture is dramatic from the very start to the finish and keeps one's interest. The theme is a timely one and develops an absorbing story. Under the direction of Tod Browning the picture and continuity ran without a flaw.

"Dollar Down" will be at the Theatre until

ly dragging the family down to the depths. How they are both brought to a dramatic realization of their plight is one of the many of the striking highlights of this picture.

Miss Roland as the spendthrift daughter gives a smooth and dramatic performance and is ably assisted by Henry B. Walthall as the father. Others in the cast who play their parts well are Earl Schenck, Lloyd Whitlock, Maym Kelso, Claire McDowell, Otis Harlan and Roscoe Karns. The picture was directed by Tod Browning and adapted for the screen by Fred Stowers.

"Dollar Down" will be at the Theatre until

length of the picture, with one of the most thrilling fights in

her ever her doti brought zation o rious pos will be c heroic n safeguar tion. A througho ture play thrills a "Dolla by Tod for the se The cas Walthal Schenck Claire Karns, Harlan.



RUTH ROLAND
SCENE CUT NO. 5



NOW SHOWING



THEY BUILT
A HOUSE OF
CARDS —
AND IT
TOPPLED.

A Vivid Drama of Modern Life

"DOLLAR DOWN"

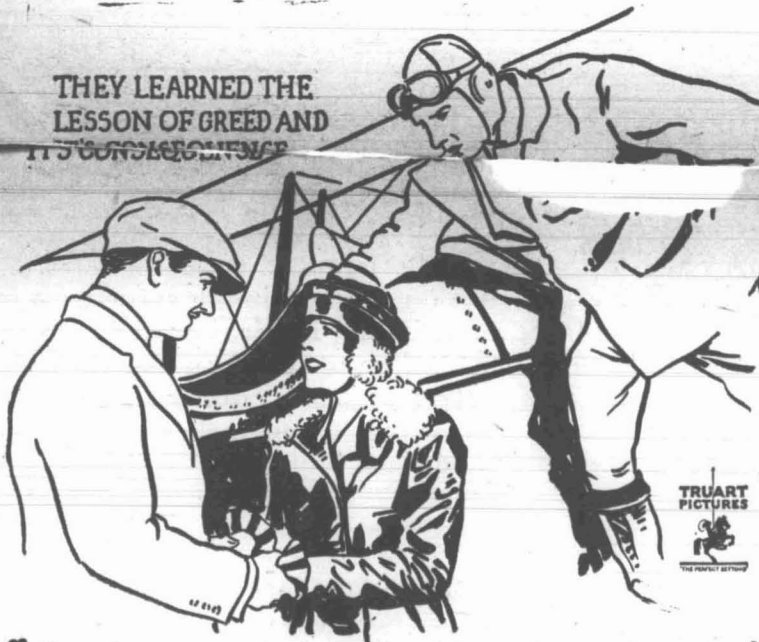
DIRECTED BY TOD BROWNING
A TRUART PRODUCTION

with a cast including:

RUTH ROLAND-HENRY B. WALTHALL-CLAIRE McDOWELL
EARL SCHENCK-MAYM KELSO-LLOYD WHITLOCK-OTIS HARLAN-

AD CUT NO. 2

THEY LEARNED THE
LESSON OF GREED AND
ITS CONSEQUENCE



"DOLLAR DOWN"

DIRECTED BY TOD BROWNING
A TRUART PRODUCTION

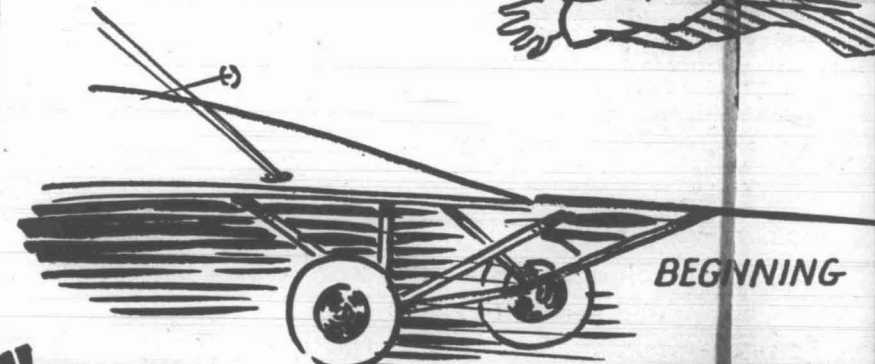
with a cast including

RUTH ROLAND-HENRY B. WALTHALL-CLAIRE McDOWELL
EARL SCHENCK-MAYM KELSO-LLOYD WHITLOCK-OTIS HARLAN

AD CUT NO. 3



ATHRIL
IN MID
SAVE H



BEGINNING

"DOLLAR DOWN"

DIRECTED BY TOD BROWNING

A TRUART PRODUCTION

with a cast including

RUTH ROLAND-HENRY B. WALTHALL-CLAIRE McDOWELL
EARL SCHENCK-MAYM KELSO-LLOYD WHITLOCK-OTIS HARLAN

AD CUT NO. 1

ORDER ALL CUTS AND MATS BY NUMBER
YOUR NEAREST EXCHANGE

oughout the
re, with one
ng fights in

spendthrift daughter, who has her every whim gratified by her doting parents until she is brought to the dramatic realization of her father's precarious position and the price she will be compelled to pay unless heroic measures are taken to safeguard her father's reputation. A pretty love story runs throughout this absorbing picture play, and it is replete with thrills and humor.

"Dollar Down" was directed by Tod Browning and adapted for the screen by Fred Stowers. The cast includes Henry B. Walthall, Maym Kelso, Earl Schenck, Lloyd Whitlock, Claire McDowell, Roscoe Karns, Jane Mercer and Otis Harlan.

Down," which will be the feature attraction at the Theatre commencing is considered one of the shrewdest real estate operators on the Pacific Coast.

Her latest real estate venture is the building of an apartment hotel in the exclusive Wilshire district of Los Angeles at a cost in excess of one and a half million dollars.

Architects for the building say the structure will be one of the most complete on the Pacific Coast. The architecture will be Spanish Renaissance, featuring brick and terra cotta for exterior facings. The building will contain three hundred rooms, divided into single, double and four-room units.



SCENE CUT NO. 6

A fist fight in a racing airplane—a race to save a father's reputation—an impending jail sentence to an innocent girl—a plunge downward into eternity—these are a few of the thrills which occur in the Truart Production, "Dollar Down," which will be seen for the first time in this city at the Theatre beginning

Ruth Roland, famed for her dare-devil exploits, plays the leading feminine role in this production in a cast including such well-known screen players as Henry B. Walthall, Earl Schenck, Claire McDowell, Lloyd Whitlock, Maym Kelso, Roscoe Karns, Otis Harlan and Jane Mercer.

A THRILLING FIGHT
IN MID-AIR TO
SAVE HER FATHER

TRUART
PICTURES
THE PERFECT SETTING

BEGINNING

"DOLLAR DOWN"

AN ABSORBING
DRAMA

BEGINNING—
**"DOLLAR
DOWN"**
DIRECTED BY TOD BROWNING
A TRUART
PRODUCTION
with a cast including
RUTH ROLAND - HENRY B. WALTHALL
CLAIRE MCDOWELL - EARL SCHENCK
MAYM KELSO - LLOYD WHITLOCK
OTIS HARLAN

AD CUT NO. 4

THIS GROUP OF
AD CUTS WAS
MADE TO
ACQUAINT YOUR
PUBLIC THAT
"DOLLAR DOWN"
IS TO BE SHOWN
AT YOUR
THEATRE.

USE AS MANY OF
THEM AS POSSIBLE.
THEY WILL BRING
PATRONS TO
YOUR THEATRE.

TRUART
PICTURES
THE PERFECT SETTING

NOW PLAYING
A Vivid Drama of Modern Life—
"DOLLAR DOWN"
DIRECTED BY TOD BROWNING
with a cast including
RUTH ROLAND - HENRY B. WALTHALL
CLAIRE MCDOWELL - EARL SCHENCK - MAYM KELSO
LLOYD WHITLOCK - OTIS HARLAN

THEY DEMANDED
LUXURIES—AND
PAID THE PIPER

AD CUT NO. 6

CLAIRE MCDOWELL
LLOYD WHITLOCK - OTIS HARLAN

NO. 1

NUMBER FROM
EXCHANGE

TRUART
PICTURES
THE PERFECT SETTING

A THRILLING
PICTURE

BEGINNING—
"DOLLAR DOWN"
DIRECTED BY TOD BROWNING
A TRUART PRODUCTION
with a Cast Including
RUTH ROLAND - HENRY B. WALTHALL
CLAIRE MCDOWELL - EARL SCHENCK
MAYM KELSO - LLOYD WHITLOCK
OTIS HARLAN

AD CUT NO. 5

TRUART
PICTURES
THE PERFECT SETTING

WEIGHED DOWN BY DEBT AND
MENACED BY "SHARKS", THEY
PAID THE PENALTY

"DOLLAR DOWN"

DIRECTED BY TOD BROWNING
A TRUART PRODUCTION
WITH A CAST INCLUDING
RUTH ROLAND - HENRY B. WALTHALL - CLAIRE MCDOWELL
EARL SCHENCK - MAYM KELSO - LLOYD WHITLOCK - OTIS HARLAN

AD CUT NO. 7

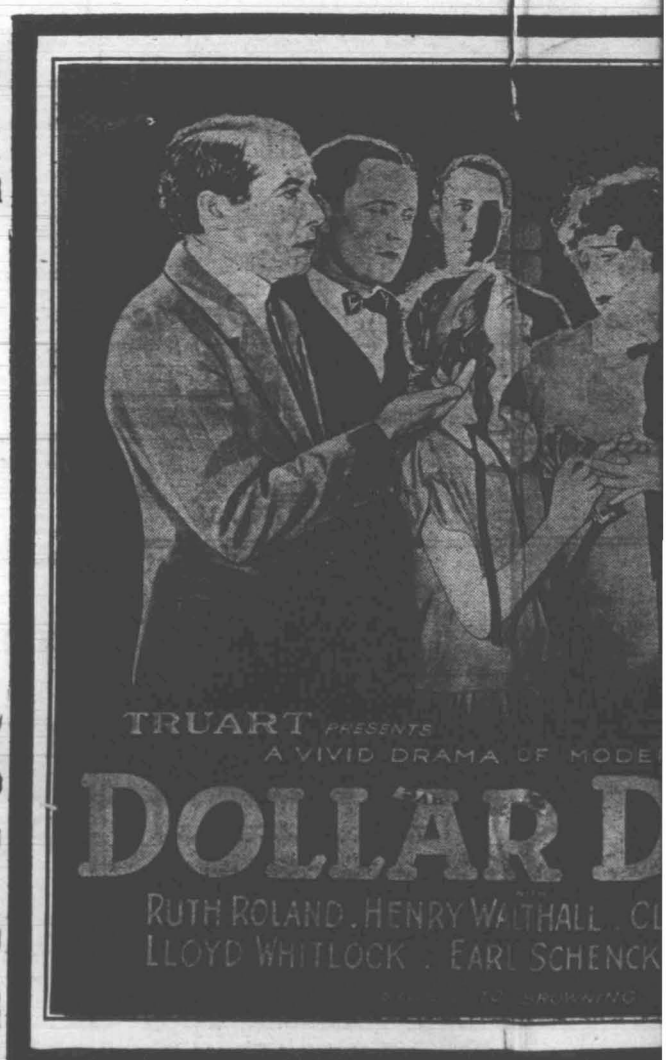
**"Dollar Down" Spells M
Your Box Office--
Advantage of
Patron**

POST

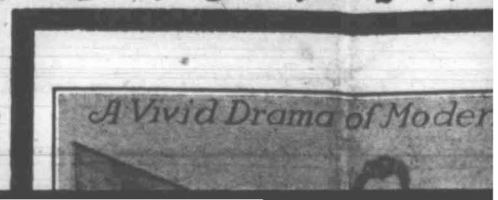
**TRUART
PICTURES**



"THE PERFECT SETTING"

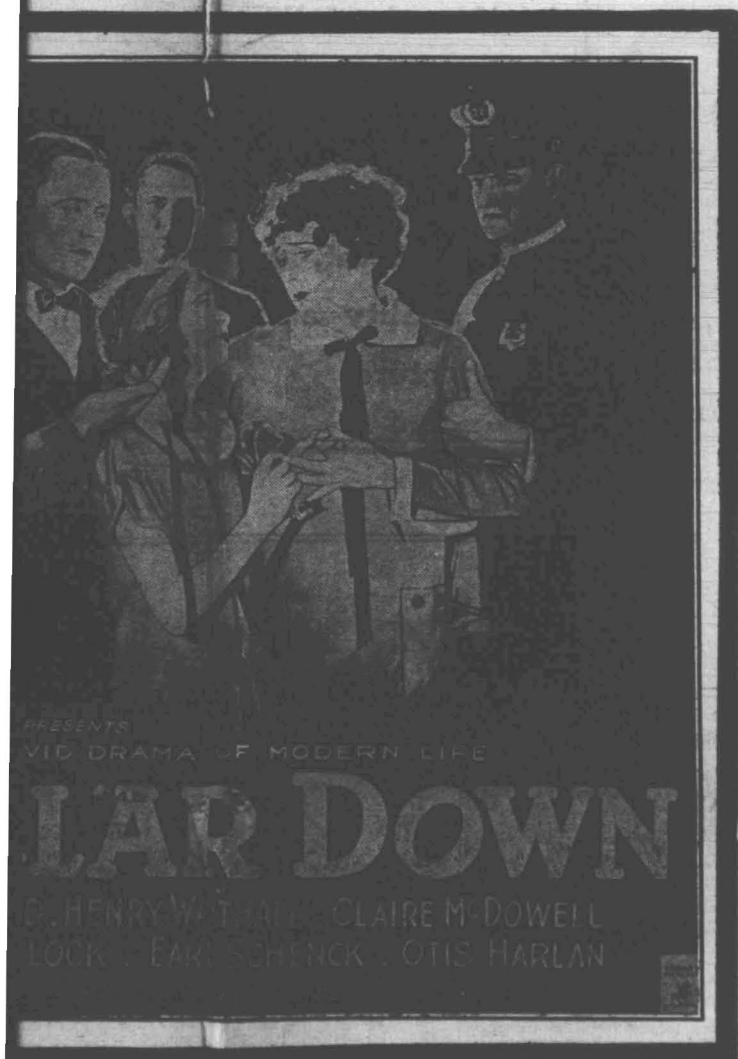


SIX SHEET



lls Many Dollars In
ice--Use These Posters
ageously To Bring Your
Patrons To Your Theatre

POSTERS



SIX SHEET

Vivid Drama of Modern Life

**TRUART
PICTURES**



THE PERFECT SETTING

**TRUART
PICTURES**



"THE PERFECT SETTING"

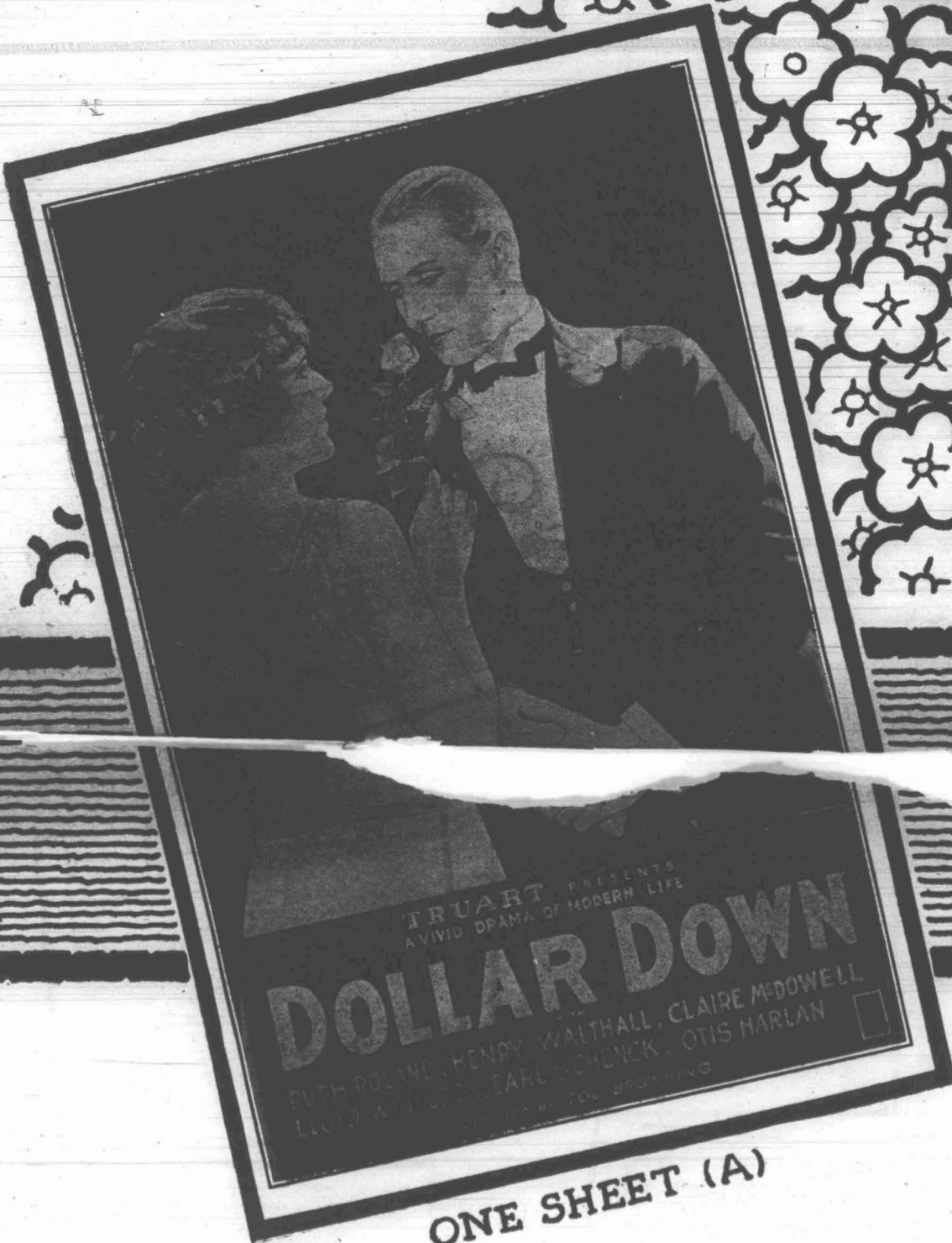


TRUART PRESENTS
A VIVID DRAMA OF

DOLLAR

RUTH ROLAND, HENRY WALTHAM
LLOYD WHITLOCK, EARL SCHENCK

SIX SHEETS



TRUART PRESENTS
A VIVID DRAMA OF MODERN LIFE

DOLLAR DOWN

RUTH ROLAND, HENRY WALTHAM, CLAIRE McDOWELL
LLOYD WHITLOCK, EARL SCHENCK, OTIS HARLAN

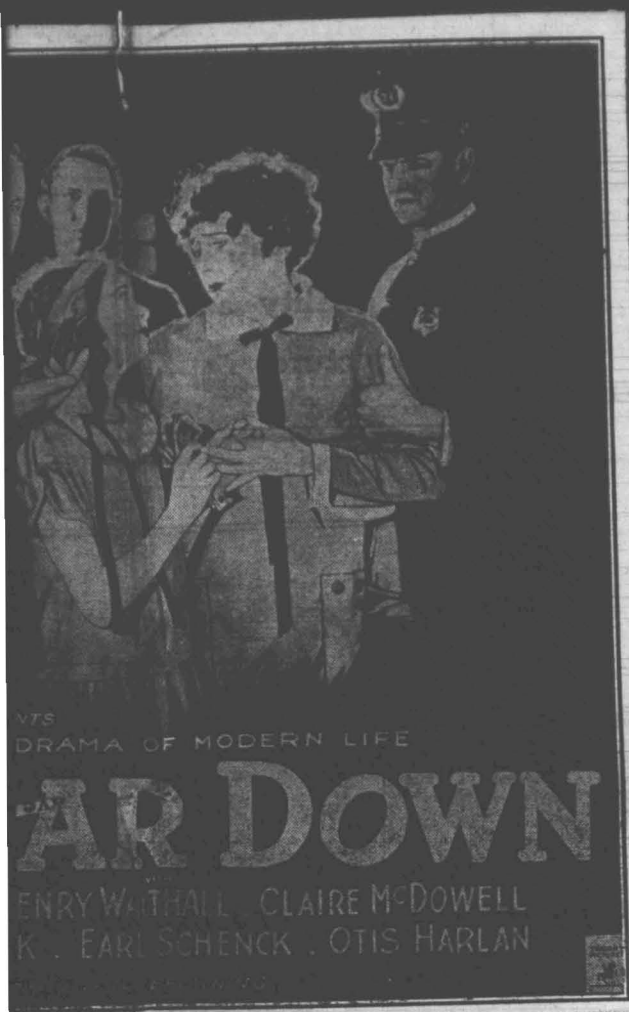
ONE SHEET (A)



A Vivid Drama of Modern Life



THREE SHEETS



IX SHEET



THREESHEET

TRUART
PICTURES



THE PERFECT SETTING



ONE SHEET (B)

EXPLOITATION SWELLS YOU

EXPLOITATION POSSIBILITIES "DOLLAR DOWN"

Hire an airplane if there is a flying field in or near your city, and have the aviator do some startling stunts in the air. Have a sign painted big enough with the words "DOLLAR DOWN" which can be seen when the aviator is flying low. Have pamphlets distributed from the plane by some local celebrity telling of the picture and where playing.

* * * * *

Dress up a motor truck or any other vehicle with large cut-out dollar signs (\$), with a streamer announcing that "Dollar Down" is playing at your theatre.

* * * * *

Insert an ad in your theatrical column offering

free admittance to every ex-service man who has been in the aviation corps either in the United States or abroad.

* * * * *

Run a teaser ad campaign in your local newspapers. Start off with two or three lines on every page with just a few dollar signs (\$\$\$\$). Then follow this with just the words "ARE YOU A DOLLAR DOWN-ER?" keeping this up until the insertion of your first ad telling of the run of the picture.

* * * * *

Get in touch with your bank and have a display in their window telling what can be done with a "Dollar Down" a week and what it will amount to at the end of the year.

COMPLETE LIST OF ACCESSORIES "DOLLAR DOWN"

ART LITHOS

One sheet—2 styles
Three sheets—1 style
Six sheets—1 style

SCENE CUTS

One 3-column
Four 2-column
Four 1-column

AD CUTS

Three 1-column
Four 2-column
One 3-column

SLIDES

Two styles, hand colored

LOBBY DISPLAYS

11x14, 8 to set
22x28, 2 to set
14x36 Insert Card

STILLS

8x10 black and white photographs, 10 to set

PRESS SHEET

Four pages, newspaper size, containing publicity stories, exploitation helps, ad and scene cuts, synopsis of story, etc.

MUSIC CUE

ADVERTISING AND PUBLICITY CUTS AT

YOUR NEAREST EXCHANGE



SCENE CUT NO. 8

"Dollar Down" is a picture that lends itself to the fullest exploitation. It has every element that goes for high-class entertainment, and is a quality audience picture.



SCENE CUT NO. 7

Slides



YOUR BOX OFFICE COFFERS

FOR YOUR MAILING LIST

Dear Sir (Madam):

"Dollar Down," a Truart Production, will be the feature attraction at the Theatre, beginning for a days' run. This dramatic photoplay has a theme that is of peculiar interest to every man, woman and child and is packed with thrills and humor. In the cast are such well-known screen players as Ruth Roland, Henry B. Walthall, Earl Schenck, Maym Kelso, Otis Harlan, Claire McDowell, Lloyd Whitlock, Otis Harlan and Jane Mercer.

We are sure that in seeing "Dollar Down" you will enjoy a picture of exceptional entertainment merit.

Sincerely yours,

..... (theatre)

Manager.

HOW TO DRESS YOUR LOBBY WHEN PLAYING "DOLLAR DOWN"

Cut out large \$ signs and string them about your lobby in every conceivable position—hang them from your marquee—have them painted in all different colors so that they will be bound to attract the eye of the passer-by.

* * *

Get toy airplanes and have them strung about your lobby—have a cut-out of Ruth Roland, Lloyd Whitlock and Earl Schenck in the seats of the plane.

* * *

Use the cut-out of the 3-sheet showing the battle in mid-air in the airplane.

* * *

A week before showing "Dollar Down" have cards printed with the following wording: "HAVE YOU INDULGED IN A 'DOLLAR DOWN?'" and have them distributed to your patrons as they leave the theatre.

* * *

Have a local bank fit up a teller's window in the lobby and proclaim that they will take a "Dollar Down" as the first deposit for a savings account.

DOLLAR DOWN

DIRECTED BY
TOD BROWNING
A TRUART
PRODUCTION

with a cast including

RUTH ROLAND
HENRY B. WALTHALL
CLAIRE McDOWELL
EARL SCHENCK
MAYM KELSO
LLOYD WHITLOCK
OTIS HARLAN



An Absorbing Drama



AD CUT NO. 8

LET YOUR
PATRONS
KNOW ABOUT
"DOLLAR DOWN"
BY USING THESE
COLORED
SLIDES

TRAILERS

worth as business builders. Trailers on "DOLLAR DOWN" can be obtained from

NATIONAL SCREEN
SERVICE

130 West 46th Street,
New York City

845 South Wabash Ave.,
Chicago

917 South Olive Street,
Los Angeles

USE THE
HINTS ON
EXPLOITA-
TION AND
LOBBY DIS-
PLAYS AS
SUGGESTED
ON THIS
PAGE.



SCENE CUT NO. 9



play in their window telling what can be done with a "Dollar Down" a week and what it will amount to at the end of the year.

every element that goes for high-class entertainment, and is a quality audience picture.

HENRY B. CLAIRES M. EARL SC. MAYM K. LLOYD W. OTIS HA. AnAb

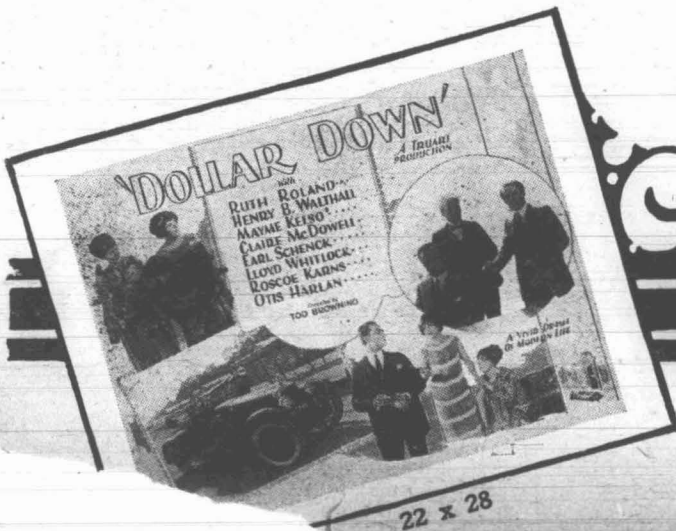
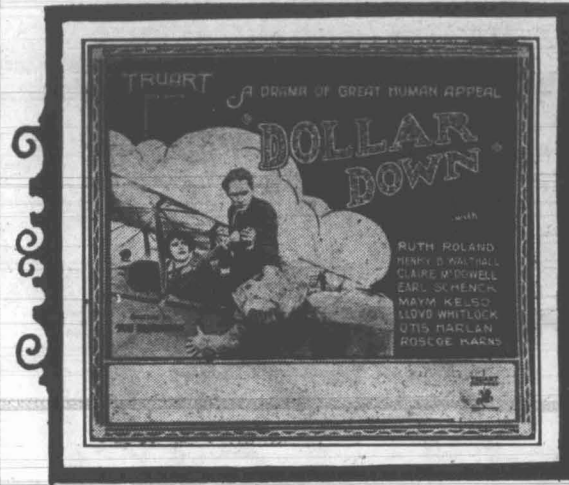


SCENE CUT NO. 7



SCENE CUT NO. 8

Slides

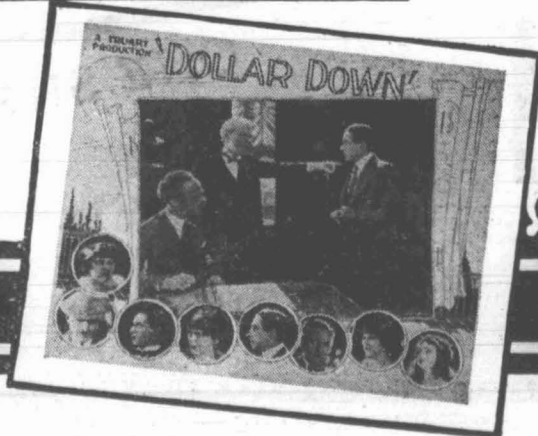


22 x 28

THE LO



11 x 14



It has
that
-class
, and
audi-

RUTH ROLAND
HENRY B. WALTHALL
CLAIRE McDOWELL
EARL SCHENCK
MAYM KELSO
LLOYD WHITLOCK
OTIS HARLAN

An Absorbing Drama-



AD CUT NO. 8

LET YOUR
PATRONS
KNOW ABOUT
"DOLLAR DOWN"
BY USING THESE
COLORED
SLIDES

es



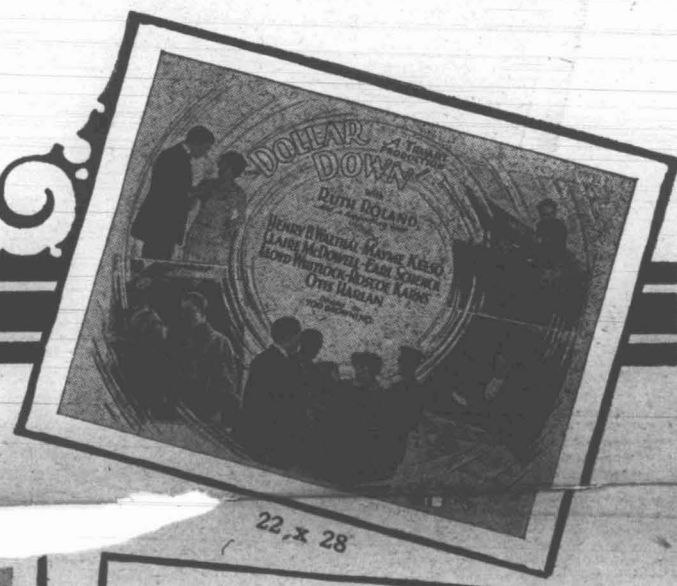
USE THE
HINTS ON
EXPLOITA-
TION AND
LOBBY DIS-
PLAYS AS
SUGGESTED
ON THIS
PAGE.

Have a local bank fit up a teller's window in
the lobby and proclaim that they will take a
"Dollar Down" as the first deposit for a savings
account.

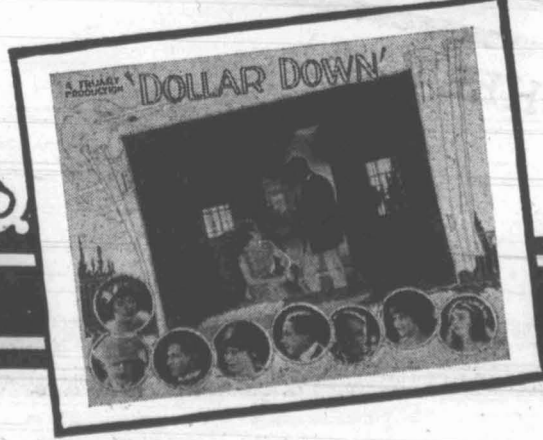
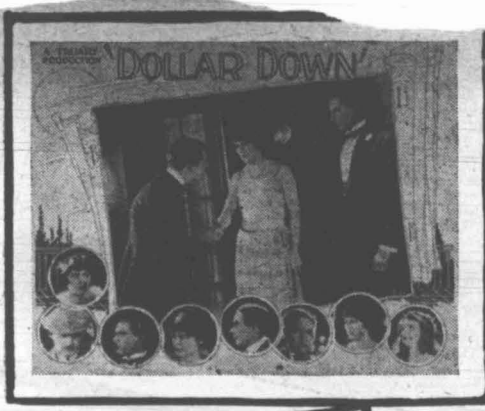


SCENE CUT NO. 9

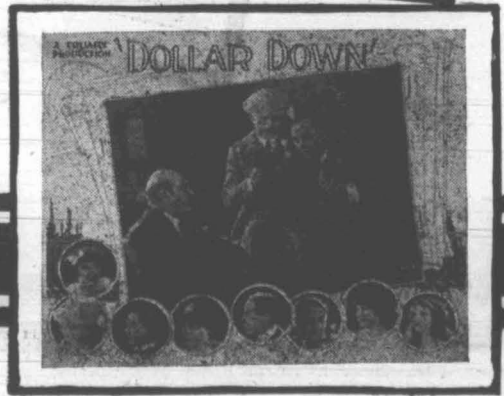
LOBBY



22 x 28



11 x 14



14 x

This document is from the Library of Congress
“Motion Picture Copyright Descriptions Collection,
1912-1977”

Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



National Audio-Visual Conservation Center
The Library of Congress